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(54) **System for analyzing movement patterns**

(57) A system and method are provided for detecting human movement patterns in and around a selected area using imaging techniques. A video camera 110 is positioned so as to view the area of interest (410), such as a promotional display, an automated teller machine (ATM), etc. The output (115) of the video camera is fed in real-time into a frame grabber (120), where the video image is repeatedly and sequentially digitized and stored in the memory (135) of a processing system (140). One or more passing zones and looking zones

are defined for the video image. A passing zone (430) is defined as a zone of the video image through which a person would be located if "passing by" the area of interest a looking zone (420) is defined as a zone of the video image where a person would be located if "looking" at the area of interest and is often smaller in area than the passing zone; the processing system generates passing and/or looking events. Data corresponding to the passing, and looking events may be stored for further processing and/or analysis.

FIG. 3

